

Educator Workbook

CAPS-aligned

Grade 1–7

Growing tomorrow's
leaders through
fostering good
nutritional habits

Life Skills

English Home
Language



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Section A

Introduction

Foreword

Background and Context

Acronyms

Section B

1. Foundation Phase

1.1 Grade 1

1.2 Grade 2

1.3 Grade 3

2. Intermediate Phase

2.1 Grade 4

2.2 Grade 5

2.3 Grade 6

3. Senior Phase

3.1 Grade 7

Section C

Resource Section

Section A

Introduction

Foreword

The Pick n Pay Technical Educator Workbook for Grade 1-7 learners has been developed to include the following subjects: Life Skills, English Home Language and Mathematics. The Learner Activities in the workbook are based on the new CAPS curriculum that was introduced in 2012 and are grade specific. The Educator Workbook will direct you with lesson plans based around the Learner Activities. The focus of these Learner Activities is to educate learners about healthy living and making the right food choices.

These Learner Activities can be used in the classroom to supplement what you are already doing as part of the CAPS curriculum. The lesson plans in the Educator Workbook help you to implement each lesson successfully.

Here is a quick overview of the CAPS-aligned content that you will find in this workbook:

Grade 1

English Home Language – sorting

Life Skills – eating healthy food

Grade 2

English Home Language – healthy food story

Life Skills – what we need to live

Grade 3

English Home Language – writing

Life Skills – food groups

Grade 4

Mathematics – data handling

Life Skills – dietary habits of children

Grade 5

English Home Language – writing and presenting

Life Skills – food and environmental responsibility

Grade 6

English Home Language – report writing

Life Skills – food preparation and food storage

Grade 7

English Home Language – creates an advert

Life Skills – personal diet and nutrition

Introduction

Background and Context

Pick n Pay School Club is celebrating its 15th year of providing much-needed educational material, which now reaches 105,875 teachers and 2.26 million learners across South Africa. The Pick n Pay Technical learning programme is aligned to the CAPS curriculum, which adheres to the standards set by the Department of Education.

The material is designed to facilitate the learning process and culminates in the assessment of competency levels according to the standards set for each specific grade. The educator is supported by way of research and learning content that is presented clearly and is easy to implement in the classroom.

Acronyms

CAPS: Curriculum and Assessment Policy Statement
GET: General Education and Training

Section B Senior Phase Grade 7

Name of Learner Activities Learner Activity 1: Design a healthy food advert Learner Activity 2: Personal diet and nutrition		Time: 1 hour per lesson
Grade 7		Subject: English Home Language Term 2 Life Orientation Term 4
Curriculum Standards (CAPS): English Home Language Term 2 <ul style="list-style-type: none"> Writing: Advertisement Life Orientation Term 4 <ul style="list-style-type: none"> Development of the self in society: Concepts: personal diet and nutrition <ul style="list-style-type: none"> Ways to improve nutritional value of own personal diet: a plan for healthy eating habits 		
Objectives		
The learners will: <ul style="list-style-type: none"> Learn about the elements of an advert and evaluate two adverts Create an advert about healthy food Discuss the South African Food Guide, its different food groups and its way of showing how much one should eat daily Create five days' worth of menus based on the suggestions of the South African Food Guide 		
Content	Skills	Values
Learner Activity 1: Design a healthy food advert Advertising; elements of an advert; healthy food.	Learner Activity 1: Design a healthy food advert Discuss advertising and advertisements; discuss how the elements of an advert influence people's choice to buy a product; evaluate two adverts according to the elements of an advert; create your own healthy food advert.	Learner Activity 1: Design a healthy food advert Persuasive words along with other elements in an advert often influence people to buy a product.
Learner Activity 2: Personal diet and nutrition Healthy eating; South African Food Guide; nutrients; food groups; weekly planning.	Learner Activity 2: Personal diet and nutrition Discuss healthy eating and what it means; talk about the South African Food Guide; discuss the nutrients that are available in the different food groups; talk about the importance of planning our weekly diets in advance; create five days of eating using the South African Food Guide as a guide.	Learner Activity 2: Personal diet and nutrition If we plan our weekly diet according to healthy eating principles, we will be healthier in the long run.
Resources needed		
Learner Activity 1: Design a healthy food advert Copies of the Learner Activity worksheet; a large visual of the South African Food Guide which can be found on the health24 website at goo.gl/jyxgvY ; crayons; a ruler and eraser; pens; Khoki pens; A4 or A3 paper.		
Learner Activity 2: Personal diet and nutrition Copies of the Learner Activity worksheet; a large visual of the South African Food Guide which can be found on the health24 website at goo.gl/jyxgvY		

Teacher preparation before starting

Look through the worksheet and the lesson plan and collect all the necessary resources. Familiarise yourself with content for the two lessons before the lesson starts. Look up the Health24 website and locate the South African Food Guide image. Print sufficient learner activity worksheets. Possibly find other examples of adverts (other than the two on the worksheet) to show the class as a stimulus for this activity.

Teaching the Learner Activities

Learner Activity 1: Design a healthy food advert

Introduce the lesson

- Start with a short story that you have made up about a man or woman who owns a business and who refuses to advertise. This person's motto is 'Advertising doesn't pay'. Place the learners in pairs and ask them to discuss this statement. Is it true?
- Ask the learners if they have ever been influenced by an advert.
- Split learners into pairs and then ask the pairs to list things they have in their house that have been advertised on TV or Billboards where the advertising might have influenced their parents to buy the product. (If they struggle to think of something remind them of washing powder, toiletries, appliances, cellphones etc.).
- Let two pairs join each other to form a group of four. Let the groups list as many ways as they can think of that one can advertise. What are the different methods used to advertise? Discuss the answers as a class.
- Finally show the class a few adverts and ask which elements make the advert appealing.

Complete the Learner Activity

- Hand out the Learner Activity worksheets. Go through the opening paragraph with the learners and discuss the contents.
 - Discuss the seven elements of an advert that are mentioned. Ask them if there are any others that can be added.
 - Place them in the same pairs as before and let them evaluate the two adverts that are shown against the seven elements. Let them answer the questions that are given, and report back to the class.
 - At this point bring in a discussion of the South African Food Guide using the visual aid you have made. Talk about the use of circles to show the comparative amount of each food group compared to the other food groups that one should eat daily.
 - Encourage them to choose something from the South African Food Guide to advertise in their advert.
 - Hand out paper and let each person create their own advert. Display the adverts on the wall.
- Use the Assessment Rubric in the Resource Section to assess the adverts.

Learner Activity 2: Personal diet and nutrition

Introduce the lesson

- Introduce the lesson by asking the learners to think about their and their family's daily eating habits. Let them share in pairs first before asking volunteers to share with the rest of the class.
- Show the learners your own visual aid of the South African Food Guide and discuss this way of eating with the whole group. Discuss the different food groups, the nutrients found in the food groups, and the amount one should have of each group, daily, as indicated in circles of different sizes.
- As a class, talk about ways of getting one's parents to become healthy eaters.

Complete the Learner Activity

- Hand out the Learner Activity worksheets.
 - Let the learners first discuss this activity in pairs to generate ideas.
 - Finally, they individually prepare a daily menu for a week of school days based on the South African Food Guide.
 - Ask them to share their plan with their parents and report back to the class the next day.
- Use the Assessment Rubric in the Resource Section to assess the adverts.

Section B Senior Phase Grade 7

Assessment
Refer to the Resource Section for the Assessment Rubric.
Teacher reflection
Is there anything you would do differently if you taught this unit again?

Proudly brought to you by



Design a healthy food advert

Name:..... Date:.....

How do you respond to adverts? Are you influenced by them?

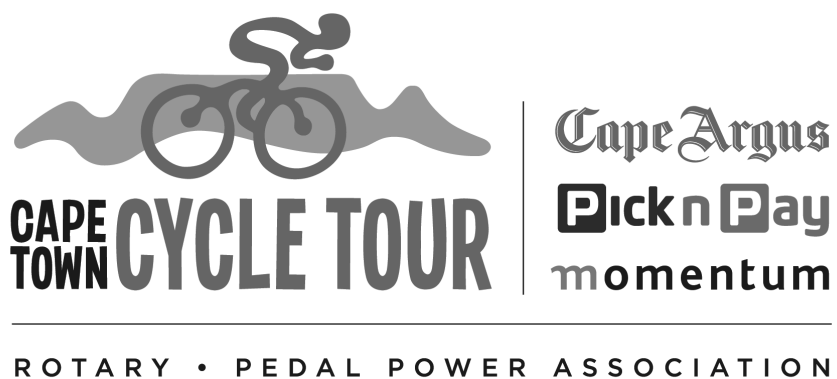
People, in general, are influenced by persuasive advertisements. The pleasing format and the catchy message has a way of grabbing the attention of readers. We will be using these techniques to advertise healthy food. We want to do this in such a way that the viewers are persuaded to choose healthy options.

Elements of an advert

- A headline. This is a short piece of text, which is designed to be the first words the viewer reads
- An image that is designed to catch the viewer's attention
- A slogan that uses persuasive words
- A price. This is optional
- Colour and interesting fonts
- An attractive layout
- The copy. These are additional words in the text. These words are sometimes left out if the advertiser feels they are not necessary

Evaluate these two adverts

1. Work with a partner. Look at the two adverts below and answer the questions on the following page in your class workbooks.



Proudly brought to you by



Section B Senior Phase Grade 7

- a) What is your impression of these adverts? Do they persuade you to do what they suggest?
- b) Do all seven elements of an advert appear in these adverts?
- c) Could these adverts be improved in any way?
- d) Where would you expect to see these adverts?
- e) Who is the target audience for these adverts?
- f) Why do you think no price is mentioned?

Design your advert

- 2. Think of something that is healthy to eat. Design an advert that will persuade viewers to consider eating the healthy food that you are promoting.

Personal diet and nutrition

Name:..... Date:.....

1. Use the South African Food Guide and meal planner below to plan your meals for a week.

MONDAY

Breakfast:

Lunch:

Supper:

TUESDAY

Breakfast:

Lunch:

Supper:

WEDNESDAY

Breakfast:

Lunch:

Supper:

FRIDAY

Breakfast:

Lunch:

Supper:



THURSDAY

Breakfast:

Lunch:

Supper:

Learner Activity 2

Section C

Resource Section

Assessment Rubric:

Assessment	
Rating code	Description of competence
7	Outstanding achievement
6	Meritorious achievement
5	Substantial achievement
4	Adequate achievement
3	Moderate achievement
2	Elementary achievement
1	Not achieved

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Health Hotline on 0800 11 22 88
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